

## Message Text

UNCLASSIFIED

PAGE 01 WARSAW 01704 241529Z

53

ACTION EUR-12

INFO OCT-01 ISO-00 /013 W

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R 241501Z MAR 75

FM AMEMBASSY WARSAW

TO USIA WASHDC

INFO SECSTATE WASHDC 3978

AMEMBASSY LONDON

UNCLAS WARSAW 1704

FOR USIA - ICS/ARBA PASS MASEY; LONDON - USIS PASS MARGARET  
GARDNER, ROGERS AND COWEN, INC.

E.O. 11652: N/A

TAGS: SCUL, PL

SUBJECT: FRANKLIN/JEFFERSON EXHIBIT

1. FOLLOWING ADVERTISING COSTS FOR SELECTED WARSAW PUBLICA-  
TIONS:

A. "ZYCIE WARSZAWY" (MORNING DAILY, 390,000 CIRCULATION),  
74 ZLOTYS PER SQUARE CENTIMETER.

B. "EXPRESS WIECZORNY" (EVENING TABLOID DAILY, 500,000  
CIRCULATION), 76 ZLOTYS PER SQUARE CENTIMETER.

C. "KURIER POLSKI" (AFTERNOON DAILY, 162,000 CIRCULATION),  
50 ZLOTYS PER SQUARE CENTIMETER.

D. "WARSZAWSKI INFORMATOR KULTURALNY" (INFLUENTIAL BI-WEEKLY  
CULTURAL CALENDAR, 28,000 CIRCULATION), ABOUT 5,000  
ZLOTYS PER PAGE.

2. EMBASSY BELIEVES THAT PLACEMENT IN "EXPRESS" AND IN  
WARSZAWSKI INFORMATOR KULTURALNY (WIK) WOULD PROVIDE BEST  
COMPLEMENTARY ADVERTISING COVERAGE AMONG PRINT MEDIA.

3. FYI: TEXT AND ARTWORK FOR WIK ADVERTISING IS REQUIRED  
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ONE MONTH BEFORE PUBLICATION.

DAVIES

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** CULTURAL EXHIBITS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 24 MAR 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
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**Reference:** n/a  
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**Review Date:** 19 JUN 2003  
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**Review Transfer Date:**  
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**Secure:** OPEN  
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**Subject:** FRANKLIN/JEFFERSON EXHIBIT  
**TAGS:** SCUL, OEXC, PL  
**To:** USIA  
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